

SECTION: NUTRITION EDUCATION

SUBJECT: Nutrition Education Requirements

ITEM: *Nutrition Education Materials*



Policy Local agencies shall assure that all nutrition education materials provided to participants contain accurate, reliable, and appropriate information based on sound, established, and current scientific evidence. These materials shall be at a reading level appropriate to the majority of participants. Agencies shall also take reasonable steps to include materials in languages other than English in areas where a significant number or proportion of the population served needs the information in a language other than English.

Basis for policy 7 CFR 246.11 (c) (3)
22 CCR 40725 (a)

Local agency material development Local agencies shall obtain written approval from the State WIC Branch prior to the distribution of new or revised nutrition education materials that the agency plans to use on an ongoing basis. State WIC Branch approval is not required for the development of monthly newsletters or other class handouts that the agency intends to use on a one-time basis.

The request for approval of local agency developed nutrition education materials shall be submitted to the State WIC Branch using the form, "Local Agency Developed Nutrition Education Materials Approval Request." See appendix 980-500 for a copy of this form. All materials developed by local agencies shall:

- Be accurate and relevant in content
 - Be based on sound, established and current scientific evidence
 - Consider the cultures of the participants receiving the material
 - Be available in non-English languages where appropriate
 - Be written at a reading level no higher than the 6th grade
 - Deliver consistent messages
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Local agency materials

**development
(Continued)**

- Include graphics that are appealing and reflect the cultural diversity of the target population

All nutrition education materials, which are developed by the local agency with State funds, shall become public domain and may not be protected by copyright. The State reserves the right to use and reproduce such material developed by the local agency and reserves the right to authorize others to use or reproduce such material.

**State
materials**

Nutrition education materials are available from the State WIC Branch for use by local agencies, as follows:

1. Pamphlets and Videos: A variety of nutrition education pamphlets and videos in several languages are available from the Office of State Publishing (OSP). Fax your order on the appropriate form to OSP, WIC Fulfillment Services, at (916) 928-4759. For questions or copies of order forms, call OSP at 1 (800) 585-7341. Local agencies will be notified via Nutrition Education Material Alerts as new items become available.
 2. Audio-Visual Lending Library: Audio visual materials for loan to local agencies are available from the WIC Branch. A list of these materials and an order form can be found on the intranet website (<http://wickworks>). To request materials, complete the "Video Lending Library Request" form and submit to the WIC Branch.
 3. Other Materials: The WIC Branch periodically provides local agencies with other nutrition education materials, such as books, CDs or posters, as these materials become available to the State.
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**Material
distribution**

Local agencies shall distribute all nutrition education materials, regardless of source, free of charge to participants. Local agencies may also distribute nutrition education materials developed, produced, or purchased by the agency with WIC contract funds to other California WIC local agencies.

Local agencies may be charged a nominal handling fee by the State for nutrition education materials provided by organizations other than WIC.
